

JORDAN SALESMEN HELPED PLAN CAR

Wanted in Their Ideal Motor.

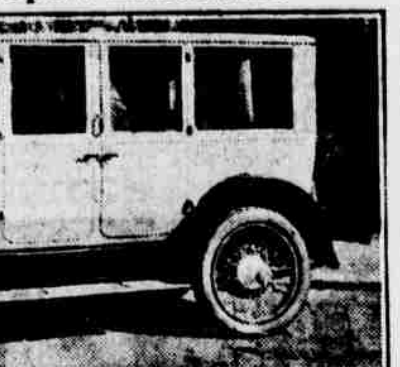
Every motor car salesman has dreamed of a car that he would build himself, and the good fortune to be in the position of the manufacturer. It was a car with all the features most desired by the people he meets. "Why doesn't you have a tonneau light?" "Do you want your car with a motorometer?" "This is the kind of a car that Edward Jordan, president of the Jordan Motor Company, wanted to build. To find out what features were most in demand by motorists, he picked ten leading salesmen in the fifty largest cities of the country and asked them what they would put into their ideal motor car. "Every one of the salesmen voted for a car with a tonneau light, a motorometer, and a car that was fast, safe, and comfortable. The car must be a car that would give the owner the most pleasure and the most service."

FRANKLIN BOOTH ARTISTIC EFFORT

Harmonized Color Scheme Devised by New York Painter.

An innovation in the show exhibits has been skillfully worked out at the Franklin booth, where one of the first things to strike the visitor is the color scheme that predominates. What the Franklin company has succeeded in doing is the harmonizing of the four types exhibited into an effect that appeals as a whole, rather than the appeal of one outstanding design. This original idea is the product of a New York artist, John M. Low. The Franklin company gave Mr. Low carte blanche in the selection of color effects, both for the outside finish and the interior trim, with the result that neutral tones predominate in the individual color combinations almost to the exclusion of contrast. As an example, the sedan is finished in French gray and cream, while the town car is painted battleship gray for the body and blue gray for the running gear and superbody. At the same time these two schemes blend perfectly one with the other. The neutral tones are followed in the upholstery also, and produce an effect which, the artist points out, is equally suitable to the style of dress or complexion of the occupants. In fact, this harmony is altogether essential, especially in enclosed cars, where the influence of electric lights introduces another element to be considered in the color effect. At the Franklin's Broadway salesroom the complete Franklin line is displayed. Touring car, Runabout, Four Passenger Roadster, Cabriolet, Brougham, Sedan, Town Car and Limousine. The same artist was commissioned to work out this display in the same general manner. Twenty-one different colors, matching the pigments on the original drawings, were used in the finishing of the Franklin show cars, none of which shades is regularly produced by any of the large paint manufacturers. In fact, the same license taken in the color scheme is responsible for the departure from the old coach painter's rules of decoration in a number of the types exhibited, as marked by the running gear oftentimes being treated in darker colors than the body proper, while common practice calls for just the reverse treatment.

Dashing Jordan Sport Limousine.



Equipped with some sort of lenses to comply with the state laws. A great many demanded aluminum body material for the sake of a velocity and to eliminate rumbles and rust, and all of the salesmen asked for systems of equipment as tonneau light, motor clock, well made top, curtains at ends of the doors, traffic bumper at motorometer. Drawing up the specifications of the Jordan Sport Marine was a comparatively simple matter. Those parts were added that received the highest number of votes. It was like holding an election among the motorists themselves, he said, and he knows as well as the salesmen what the public wants. The Jordan Sport Marine chassis contains only parts of the finest standard make. The equipment includes Buve motor, Walworth sport clock, tonneau light, five wire wheels, five Silver cord tires, MacBeth green visor bars, tailored top, curtains that open from the door and traffic bumper.

J. FLANDERS VISITS SHOW.

Business Spirit of People and Seen Business Stability. Walter E. Flanders of the Chalmers-Motor Company has just arrived from Detroit and reports the echo of the show already existing in the middle Western industrial centre is a most encouraging note of business stability sounded in many months. Mr. Flanders is often pointed out as a "first man" that built 10,000 automobiles in a single year. In his ninety years of control at the Chalmers plant he has already increased production and has accelerated and the organization of dealers has greatly expanded. "It does not take the American people to get the hang of things," he said in commenting on this year's show. The general spirit of utilitarianism and industrial cooperation that has been shown by the committee in charge of 1918 show, and heartily endorsed by press and manufacturers, is the best boost the war has yet given to the motor industry. "That's the way the people have got the keynote that appeals to me—loyalty that spells the solidity of an industrial future."

Stewart TRUCK SHOW

Stewart 1/2 ton \$750 Stewart 1 ton \$1295



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WILLYS NOW BIG AEROPLANE MAKER

Noted Automobile Man Leader in New and Important Field.

Almost since the inception of automobile shows John N. Willys of Toledo, O., has been a leading factor in the industry. Each year he has come to the New York show with new records of achievement during the preceding twelve months until it has become a common matter of fact that he should stand in the limelight as an indispensable element in the success of the industry. The 1918 show proves no exception to the rule. In fact, the Willys accomplishments in 1917 are of an even more enviable nature than those of almost any other man in the industry. Not only does the company of which he is the head and directing genius show a bigger sales volume of cash business for 1917 than for any previous year in its history, but he has managed to branch out into another important industry, with the result that John Willys is today one of the leading producers of airplanes in the United States. Helping Develop Aeroplane. It seems fitting that the man who has given so many years to the development of the automobile, until it has become one of the country's most necessary utilities, should now turn a considerable part of his attention to the development of the airplane—that most effective fighting arm in the war service of the allied nations. Incidentally, Mr. Willys found time this fall to take charge of the national war camp community service campaign and put the movement over with his usual success. Secretary of War Baker has referred to war camp community service as one of the most essential factors in civilian work to win the war. A leader of men was wanted at its head, and Willys was the logical man to select for the important position. Forceful initiative and shrewd foresight are the factors given the principal credit for the success of Willys. He entered the automobile manufacturing business at a time when it seemed doomed for failure. His friends and associates tried to dissuade him from buying the Pope-Toledo plant when that property went begging on the market. He pointed to the failure of experienced manufacturers who had sunk their all in the "automobile game."

But Willys had the vision and foresight to look beyond to the day when the home without a car would be almost as uncommon as the office without a telephone. He saw the evidence of permanency which have placed the automobile industry in the prominent position it occupies to-day. Moreover he had the courage to back up his convictions and lost no time in consummating the deal for the Pope-Toledo property. That happened in 1909. Since that time the Willys-Overland has grown and grown until to-day it ranks the second largest single automobile manufacturing organization in the world and the greatest organization producing a comprehensive line of cars. Success, however, has not changed in the slightest degree those personal characteristics that have always made Mr. Willys so popular among his fellows. He still carries the weight and responsibilities of his vast and varied business interests with a smile, and therein lies what his most intimate associates regard as the secret of his success.

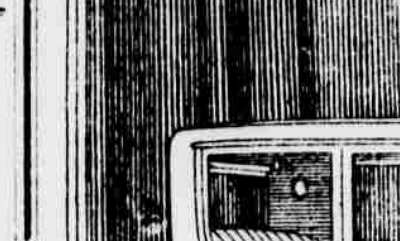
Great Refinement in This Marmon.



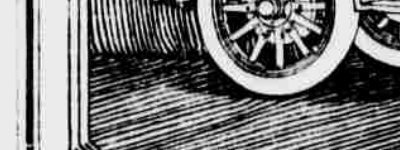
This four passenger Hubay sedan was built for Mrs. Fred E. Moskovic, wife of the vice-president of the Nordyke and Marmon Company.

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Aerotype Tourster Addition to Cole Line.

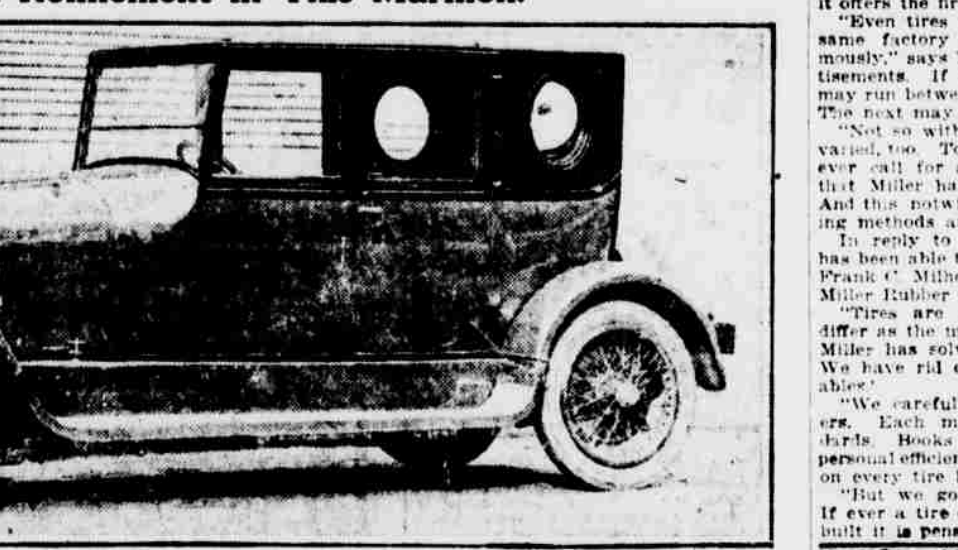


Firmly established in the production of motor vehicles which in the class which sells just below the \$2,000 mark have been forced to recognize no superiors, the Cole Motor Car Company is this year aspiring to new laurels among another class of cars by adding to its present line three models of the open type, somewhat higher in price. This step is attracting more than passing attention, for not only is it significant from the standpoint of its industrial advancement, but because the three latest additions to the Cole line inaugurate a new vogue in motor car patterns. The Cole Motor Car Company, it will be remembered, was one of the first two American firms to produce V type multiple cylindered cars, and since has successfully proved the logic of the principle which now characterizes the recognized leaders among the stock producers of American automobile builders. For that reason added significance attaches itself to the announcement that the Cole company is sponsoring the new aerotype body, the most daring departure in motor car designs of the last decade. The prophecy of those who have seen the cars to which the aerotype body has been adapted is that it will become the prevailing mode. A tourster, a roadster and a sportster comprise the latest Cole offering and are worthy running mates for the touring car, Tuxedo fourseater, tourcoupe and four door tourster, which have been accorded such wide popularity during the year just passed. The continuation of these four standard models and the addition of three aerotype cars give to the Cole line more diversity than it has ever before had. The Cole eight chassis, which enters its fourth consecutive year of specialized production as one of the most firmly established mechanical units to be found in the American field, is in itself a guarantee of stable, consistent, dependable service. The three additions to the Cole line introduced this year will be mounted on it, as will also the other models which comprise the line.

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PACKARD MAN PROMOTED.

A. C. Harrington Made Vice-president of Sales. A. C. Harrington, general carriage sales manager of the Packard Motor Car Company of New York, received a New Year's present from President E. S. Hare in the shape of an appointment to the position of vice-president of sales. This gives Mr. Harrington the supervision of the following departments: Carriage sales, truck sales, used cars and used truck sales, accessories and specifications. Mr. Harrington is well known in automobile circles not only in New York but throughout the industry as he is one of the pioneers in the business, having made his debut in 1903 with the Ohio Auto Company—father of the Packard Motor Car Company. When the factory was moved from Warren, Ohio, to Detroit and took on the Packard name Harrington went with it.

SMITH FORM-A-TRUCK WINS.

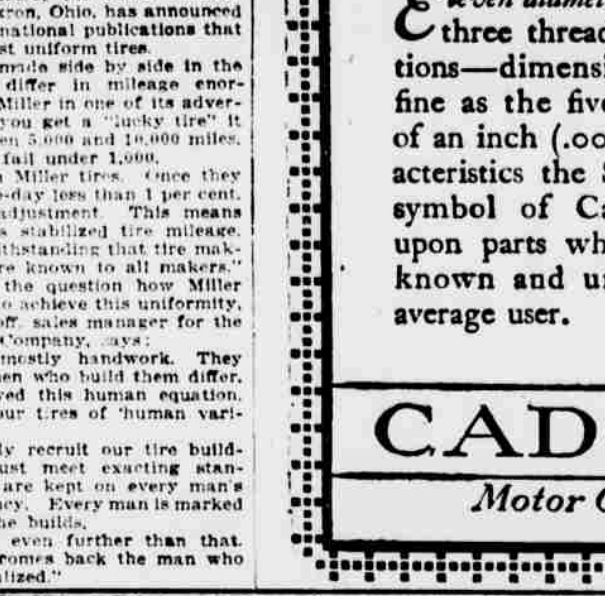
Users Report Chicago Billboard. A telegram received from the home office of the Smith Form-a-Truck Company in Chicago yesterday afternoon says tell everybody in New York, and particularly the business houses, that all Smith Form-a-Truck users in Chicago report unhampered deliveries and hauling work despite the fact that all steam and electric transportation has been practically at a standstill for the past twenty-four hours. Some record for Smith Form-a-Truck.

TELLS WHY MILLER TIRES ARE UNIFORM

Sales Head Says Human Variable Has Been Almost Eliminated. In spite of the fact that the ways of tire making are known to practically all, that efficient machines and new methods are now within the reach of all the manufacturers, the Miller Rubber Company of Akron, Ohio, has announced in the leading national publications that it offers the first uniform tire. "Even tires made side by side in the same factory differ in mileage enormously," says Miller in one of its advertisements. "If you get a 'lucky tire' it may run between 5,000 and 10,000 miles. The next may fall under 1,000. "Not so with Miller tires. Once they are made, they last 10,000 miles, ever call for adjustment. This means that Miller has stabilized tire mileage. And this notwithstanding that tire making methods are known to all makers. In reply to the question how Miller has been able to achieve this uniformity, Frank C. Miller, sales manager for the Miller Rubber Company, says: "Tires are mostly handwork. They differ as the men who build them differ. Miller has solved this human equation. We have rid our tires of human variables. "We carefully recruit our tire builders. Each must meet exacting standards. Books are kept on every man's personal efficiency. Every man is marked on every tire he builds. "But we go even further than that. If ever a tire comes back the man who built it is penalized."

THE bigness of the new Hupmobile becomes a fixed impression the instant you sit in either seat.

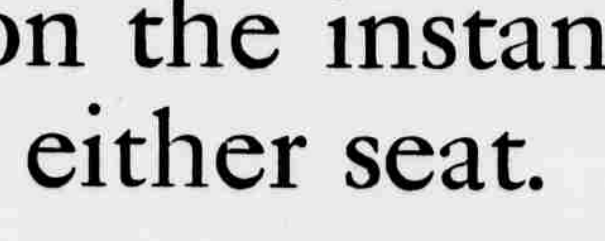
It literally has a wealth of room—beauty—economy—super-abundant power—and a kind and degree of comfort altogether new in motoring.



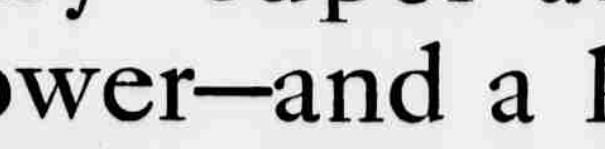
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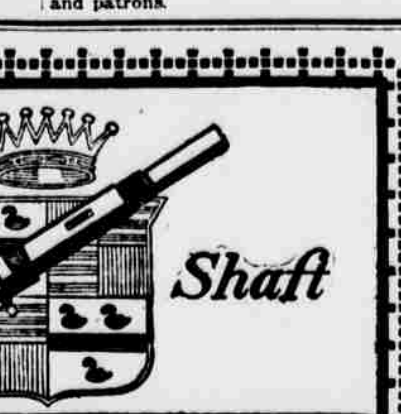
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SANDERS CO. WILL HANDLE CASE CARS

New York Dealers Elated at Taking Over This Fine Line.

The Standard Motors Corporation will handle the Case line. A contract was signed at the show. Jack Hasbrouck, sales manager of the Sanders Company, was highly elated over the idea of presenting to the public and numerous friends a car of such dependable quality and the product of a factory as sound and strong as the old reliable J. I. Case Threshing Machine Company. For seventy-six years the name Case has stood foremost in the mechanical world and to-day this great Case institution, with its power in the world's markets, its reliability of manufacture and its financial responsibility, makes it possible for a buyer to pay an interesting price for a faultless automobile value. Both Mr. Sanders and Mr. Hasbrouck are very busy receiving congratulations from their countless number of friends and patrons.



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